

Cristian Puente-Ortiz

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EDUCATION

Indiana University, Kelley School of Business, Bloomington, IN

May 2021

Bachelor of Science in Business with Honors

Majors: Economic Consulting, Business Analytics

Minor: Informatics at **Luddy School of Informatics, Computing, & Engineering**

Google x Coursera, Data Analytics Professional Certificate

March 2023

EXPERIENCE

Beyond Finance – Chicago, IL

August 2023 – Present

Senior FP&A Analyst, Strategic Financial Operations

April 2024 – Present

- Optimized executive-level KPI reporting, enhancing decision-making speed with actionable insights derived from SQL and Excel-based analytics, recently uncovered operational changes impacting ~\$2M/month in cash collections
- Improved EBIT per customer in the commercial partners channel by 45% YoY through strategic pricing optimizations
- Assisted in the migration and automation of a monthly asset sale onto an SFTP server to allow for ~\$18M weekly sales
- Enhanced cash flow tracking by onboarding new leadership and the growing Capital Markets team regarding cash data, delivering operational insights, queries, and Excel models that moved monthly cash projections into weekly forecasts

Financial Data Analyst

August 2023 – April 2024

- Streamlined finance reporting by transitioning a wide array of analysis to Looker and LookML, enhancing data update speeds and visualization capabilities, and producing the 2nd-highest number of dashboards company-wide in 2023
- Translated commercial partner contracts into Excel/VBA and SQL logic for \$16M/month commission remittances as well as identified and fixed misapplied fee rates resulting in \$25K/month in savings and a more efficient process

Google – San Francisco, CA and Chicago, IL

Account Strategist/Team Data Analyst, Google Customer Solutions

July 2021 – August 2023

- Managed partnerships generating \$4M in quarterly revenue, crafting growth strategies that improved client ROI
- Collaborated with cross-functional teams to conduct and support clients' deep analysis, research, and technical needs
- Crafted and presented weekly business insights, leveraging SQL-driven analysis and visualizations to identify operational trends and support the program's Analytical Lead in optimizing sales operations
- Developed a workflow on Google Sheets to coordinate language exchange to enable client engagement and save time, achieving 100% satisfaction rate and \$650K+ revenue coverage during the first pilot quarter across several US offices

BOLD Intern, Google Customer Solutions

May – August 2020

- Advised 38 non-profits worldwide on sustainable digital strategies to maximize ROI from a \$10K/month Google grant

The Planet Now LLC – Bloomington, IN

December 2019 – April 2021

Co-Founder, Chief Financial Officer/Chief Information Officer

- Developed website, ThePlanetNow.com, customizing objects with HTML/CSS and generating 800+ weekly views
- Led a team of 3 analysts in developing an Excel-based model projecting emissions and costs for prospective clients

KPMG – Los Angeles, CA

June – August 2019

Embark Intern, Risk Consulting, IT Audit & Assurance

- Developed a streamlined workflow for Excel report cleanup, resulting in significant time savings for full-time associates
- Performed system and intake development testing for a national healthcare client's agile scrum teams using JIRA
- Conducted research and presented a localized go-to-market strategy for a company's new product acquisition
- Recalculated premium rates on Excel for a national multi-line insurance corporation, validating system outputs

Deloitte Data Challenge – Bloomington, IN

December 2018

Business Analytics Course Case Competition, 1st Place out of over 200 teams

- Constructed and presented a dynamic, macro-enabled Excel model identifying the financial and environmental impacts of 2 potential options, using Monte Carlo simulations, VBA, and visualizations to support a data-driven decision

The Undergraduate Business Diversity Council – Indiana University

September 2017 – May 2021

President

December 2018 – December 2020

- Elected and re-elected by peers to oversee the council's initiatives and its \$100K budget, the largest of any organization
- Restructured the organization's corporate partnership strategy, raising an incremental \$16K for diversity programming

SKILLS: Spanish (*Native*) | Microsoft Excel (*Expert*) | Looker (*Expert*) | SQL (*Advanced*) | VBA (*Intermediate*) | R (*Intermediate*) | Stata (*Intermediate*) | HTML (*Intermediate*) | Python (*Intermediate*) | Tableau (*Intermediate*) | Racket/Lisp (*Basic*)

INTERESTS: Juggling | International Experiences | Formula 1